



University at Buffalo
The State University of New York

Sunyee Yoon

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ACADEMIC POSITION

July 2016 -
current Assistant Professor of Marketing,
School of Management, University at Buffalo

EDUCATION

May 2016 Ph.D., Consumer Behavior and Family Economics,
University of Wisconsin-Madison (Advisor: Prof. Nancy Wong)
Dissertation: *"The Dream of Prosperity Alive: How Perceived Economic
Mobility Shapes Consumer Behavior and Subjective Well-being"*

2012 M.A., Consumer Behavior and Family Economics,
University of Wisconsin-Madison

2005 B.A., Business Administration and Mass Communication (double major)
Sogang University, South Korea
Summa cum laude

RESEARCH INTEREST

Social hierarchy: social class, mobility, and income inequality

Prosocial consumption: animal welfare and sustainable consumption

PUBLICATIONS

Kim, Danny JM and **Sunye Yoon** (2021) "Guilt of the Meat-Eating Consumer: When Animal Anthropomorphism leads to Healthy Meat Dish Choices," *forthcoming at Journal of Consumer Psychology*. Both authors equally contributed

Yoon, Sunye and Hyeongmin (Christian) Kim (2018) "Feeling Economically Stuck: The Effect of Perceived Economic Mobility and Socioeconomic Status on Variety Seeking," *Journal of Consumer Research*, 44 (5), 1141-1156. Both authors equally contributed.

Yoon, Sunye and Hyeongmin (Christian) Kim (2016) "Keeping the American Dream Alive: The Interactive Effect of Perceived Economic Mobility and Materialism on Impulsive Spending," *Journal of Marketing Research*, 52 (5), 759-772.

Dholakia, Utpal, Leona Tam, **Sunye Yoon**, and Nancy Wong (2016) "The Ant and the Grasshopper: Understanding Personal Saving Orientation," *Journal of Consumer Research*, 43 (1), 134-155.

REFEREED CONFERENCE PRESENTATIONS (* presenter)

*Sunye Yoon and Danny Kim (Feb 2019), "Meat Me for Dinner: Animal Anthropomorphism and Food Choices," Society for Consumer Psychology: Savannah, Georgia.

*Danny Kim and Sunye Yoon (Oct 2018), "When humans consume humanlike animals: Anthropomorphism, power, and cruelty-free consumption," Association for Consumer Research: Dallas, Texas.

*Yoon, Sunye and Nancy Wong (May 2015), "The Rainbow and the Pot of Gold: The Relationship among Perceived Economic Mobility, Materialism, and Consumer Wellbeing," American Council on Consumers Interests; Clearwater Beach, Florida.

*Yoon, Sunye and Hyeongmin (Christian) Kim (March 2015), "The Flip Side of Materialism: Does Materialism Always Lower Self-control?" Society for Consumer Psychology; Phoenix, Arizona.

*Yoon, Sunye and Nancy Wong (October 2014), "Perceived Economic Mobility: Measurement, Validity, and Implications for Consumer Wellbeing and Materialism," Association for Consumer Research: Baltimore, Maryland.



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Dholakia, Utpal, Leona Tam, Sunyee Yoon, and *Nancy Wong (May 2014), "The Ant and the Grasshopper: Understanding Personal Savings Orientation," Boulder Summer Conference; Boulder, CO.

Dholakia, Utpal, Leona Tam, Sunyee Yoon, and *Nancy Wong (June 2014), "The Ant and the Grasshopper: Understanding Personal Saving Orientation," EMAC; Valencia, Spain.

*Yoon, Sunyee and Nancy Wong (March 2014), "The Hopeful Materialists: Materialism, Economic Mobility, and Saving Propensity," Society for Consumer Psychology; Miami, Florida.

Yoon, Sunyee and *Nancy Wong (July 2013), "Building Erotic Capital: Cosmetic Surgery as Female Investment in a Social Exchange Resource," La Londe Conference; La Londe les Maures, France.

Yoon, Sunyee, *Nancy Wong, and Dee Warmath (December 2012), "Building Erotic Capital: Cosmetic Surgery as Asian Women's Investment in a Social Exchange Resource," Advertising and Consumer Psychology; Singapore.

*Yoon, Sunyee and Nancy Wong (October 2012), "True Comeliness or Fake Beauty: Cosmetic Surgery as Mating Strategy," Association for Consumer Research; Vancouver, Canada.

TEACHING

MGM 404 Consumer Behavior (Undergraduates),
School of Management, University at Buffalo 2016 fall - current

UNIVERSITY SERVICE

Undergraduate Committee,
School of Management, University at Buffalo September 2018 - present

Faculty Judge at the undergraduate poster competition,
School of Management, University at Buffalo March 2019

PROFESSIONAL SERVICE

Session chair at “Crowdsourcing in the Sharing Economy, A Multidisciplinary Perspective” Conference, Johns Hopkins Carey Business School, April 2018

Reviewer at “Journal of Consumer Research,” “European Journal of Marketing,” “Journal of Interactive Marketing,” “Journal of Financial Counseling and Planning”

INDUSTRY EXPERIENCE

Marketing Research Associate, AMOREPACIFIC, South Korea 2005-2007

Marketing Communication Associate, AMOREPACIFIC, South Korea 2008-2009

PROFESSIONAL AFFILIATIONS

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology